

ORDER



WAVY

Orders
Order / Rev: 218551
Alt Order #:
Product Desc: 10/31-11/6 ROMNEY FOR PRESIDENT
Estimate:
Flight Dates: 10/31/12 - 11/06/12
Original Date / Rev: 10/30/12 / 10/30/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: American Rambler Productions
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 02494

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Romney For President (R)
Demographic: A35+
Product Codes: PL1
Priority: P1
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	127	\$114,150.00	\$97,027.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	127	\$114,150.00	\$97,027.50	0.00
Totals	127	\$114,150.00	\$97,027.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WAVY	11/05/12	11/06/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a	22-----	:30	4	\$1,500.00	P1	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	22-----			4		\$1,500.00		0.00				
N 2	WAVY	10/31/12	11/02/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a	--222--	:30	6	\$700.00	P2	0.00	NM	6	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--222--			6		\$700.00		0.00				
N 3	WAVY	11/05/12	11/06/12	Today Show M-F Today Show M-F	CM	7a-9a	22-----	:30	4	\$1,500.00	P1	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	22-----			4		\$1,500.00		0.00				
N 4	WAVY	10/31/12	11/02/12	Today Show M-F Today Show M-F	CM	7a-9a	--222--	:30	6	\$700.00	P2	0.00	NM	6	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--222--			6		\$700.00		0.00				
N 5	WAVY	11/05/12	11/06/12	Today Show 2 Today Show 2	CM	9a-10a	22-----	:30	4	\$500.00	P1	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	22-----			4		\$500.00		0.00				
N 6	WAVY	10/31/12	11/02/12	Today Show 2 Today Show 2	CM	9a-10a	--222--	:30	6	\$300.00	P2	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--222--			6		\$300.00		0.00				

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Advertiser: POL/Romney For President (R)
 Product Desc: 10/31-11/6 ROMNEY FOR PRESIDENT
 Estimate: WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WAVY	11/05/12	11/06/12	Today Show 3 Today Show 3	CM	10a-11a	22-----	:30	4	\$400.00	P1	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	22-----		4			\$400.00			0.00			
N 8	WAVY	10/31/12	11/02/12	Today Show 3 Today Show 3	CM	10a-11a	--111--	:30	3	\$250.00	P2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--		3			\$250.00			0.00			
N 9	WAVY	11/05/12	11/06/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	11-----	:30	2	\$300.00	P1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	11-----		2			\$300.00			0.00			
N 10	WAVY	10/31/12	11/02/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	--111--	:30	3	\$300.00	P1	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--		3			\$300.00			0.00			
N 11	WAVY	11/05/12	11/06/12	Days of Our Lives Days of Our Lives	CM	1p-2p	11-----	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	11-----		2			\$500.00			0.00			
N 12	WAVY	10/31/12	11/02/12	Days of Our Lives Days of Our Lives	CM	1p-2p	--111--	:30	3	\$300.00	P2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--		3			\$300.00			0.00			
N 13	WAVY	11/05/12	11/06/12	M-F 4-5p M-F 4-5p	CM	4p-5p	11-----	:30	2	\$300.00	P2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	11-----		2			\$300.00			0.00			
N 14	WAVY	10/31/12	11/02/12	M-F 4-5p M-F 4-5p	CM	4p-5p	--111--	:30	3	\$300.00	P2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--		3			\$300.00			0.00			
N 15	WAVY	11/05/12	11/06/12	WAVY News 10 @ 5p News 10 @ 5p	CM	5p-530p	2-----	:30	2	\$1,500.00	P1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	2-----		2			\$1,500.00			0.00			
N 16	WAVY	10/31/12	11/02/12	WAVY News 10 @ 5p News 10 @ 5p	CM	5p-530p	--111--	:30	3	\$700.00	P2	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--		3			\$700.00			0.00			
N 17	WAVY	11/05/12	11/06/12	WAVY News 10 @ 530p News 10 @ 530p	CM	530p-6p	2-----	:30	2	\$1,500.00	P1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	2-----		2			\$1,500.00			0.00			
N 18	WAVY	10/31/12	11/02/12	WAVY News 10 @ 530p News 10 @ 530p	CM	530p-6p	--111--	:30	3	\$700.00	P2	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--		3			\$700.00			0.00			
N 19	WAVY	11/05/12	11/06/12	WAVY News 10 @ 6p News 10 @ 6p	CM	6p-630p	2-----	:30	2	\$1,800.00	P1	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	2-----		2			\$1,800.00			0.00			
N 20	WAVY	10/31/12	11/02/12	WAVY News 10 @ 6p News 10 @ 6p	CM	6p-630p	--111--	:30	3	\$800.00	P2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--		3			\$800.00			0.00			
N 21	WAVY	11/05/12	11/06/12	NBC Nightly News WKD NBC Nightly News	CM	630p-7p	2-----	:30	2	\$2,500.00	P1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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 Product Desc: 10/31-11/6 ROMNEY FOR PRESIDENT
 Estimate: WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N21	WAVY	11/05/12	11/06/12	NBC Nightly News WKD NBC Nightly News	CM	630p-7p	2-----	:30	2	\$2,500.00	P1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	2-----		2				\$2,500.00		0.00			
N22	WAVY	10/31/12	11/02/12	NBC Nightly News WKD NBC Nightly News	CM	630p-7p	--111--	:30	3	\$1,500.00	P2	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--		3				\$1,500.00		0.00			
N23	WAVY	11/05/12	11/06/12	M-F 7-730p M-F 7-730p	CM	7-730p	2-----	:30	2	\$900.00	P1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	2-----		2				\$900.00		0.00			
N24	WAVY	10/31/12	11/02/12	M-F 7-730p M-F 7-730p	CM	7-730p	--111--	:30	3	\$600.00	P2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--		3				\$600.00		0.00			
N25	WAVY	11/05/12	11/06/12	M-F 730-8p M-F 730-8p	CM	730-8p	2-----	:30	2	\$900.00	P1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	2-----		2				\$900.00		0.00			
N26	WAVY	10/31/12	11/02/12	M-F 730-8p M-F 730-8p	CM	730-8p	--111--	:30	3	\$600.00	P2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--		3				\$600.00		0.00			
N27	WAVY	11/05/12	11/06/12	LN M-F M-F News 10 @ 11	CM	11p-1130p	2-----	:30	2	\$1,800.00	P1	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	2-----		2				\$1,800.00		0.00			
N28	WAVY	10/31/12	11/02/12	LN M-F M-F News 10 @ 11	CM	11p-1130p	--111--	:30	3	\$800.00	P2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--		3				\$800.00		0.00			
N29	WAVY	11/05/12	11/06/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	2-----	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	2-----		2				\$500.00		0.00			
N30	WAVY	10/31/12	11/02/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	--111--	:30	3	\$300.00	P2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--		3				\$300.00		0.00			
N31	WAVY	11/05/12	11/06/12	WAVY News @ Sunrise WAVY News @ Sunrise	CM	5a-6a	11-----	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	11-----		2				\$500.00		0.00			
N32	WAVY	10/31/12	11/02/12	WAVY News @ Sunrise WAVY News @ Sunrise	CM	5a-6a	--111--	:30	3	\$300.00	P2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--		3				\$300.00		0.00			
N33	WAVY	11/01/12	11/01/12	Thur Hour 2 Thursday 9-10p	CM	9p-10p (9:00 PM-9:30 PM)	---T---	:30	1	\$1,100.00	P2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1				\$1,100.00		0.00			
N34	WAVY	11/02/12	11/02/12	Fri Hour 3 Friday 10p-11p	CM	10p-11p	----F--	:30	1	\$900.00	P2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$900.00		0.00			
N35	WAVY	11/03/12	11/03/12	WAVY News 10 Sa 6a WAVY News 10 Sa 6a	CM	6a-7a	-----S-	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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WAVY

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N35	WAVY	11/03/12	11/03/12	WAVY News 10 Sa 6a WAVY News 10 Sa 6a	CM	6a-7a	-----S-	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1				\$200.00		0.00			
N36	WAVY	11/03/12	11/03/12	WAVY News 10 Sa 7a WAVY News 10 Sa 7a	CM	7a-8a	-----S-	:30	2	\$400.00	P2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		2				\$400.00		0.00			
N37	WAVY	11/03/12	11/03/12	Today Show Sa Today Show Saturday	CM	8a-10a	-----S-	:30	2	\$500.00	P2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		2				\$500.00		0.00			
N38	WAVY	11/03/12	11/03/12	WAVY News 10 Sat 6p WAVY News 10 Sat 6p	CM	6p-630p	-----S-	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		2				\$500.00		0.00			
N39	WAVY	11/03/12	11/03/12	LN Sa WAVY News 10 @11 Sat	CM	11p-1130p	-----S-	:30	2	\$800.00	P2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		2				\$800.00		0.00			
N40	WAVY	11/03/12	11/03/12	SNL Saturday Night Live	CM	1130p-103a	-----S-	:30	2	\$600.00	P2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		2				\$600.00		0.00			
N41	WAVY	11/04/12	11/04/12	WAVY News 10 Sunday 6a WAVY News 10 Sunday 6a	CM	6a-7a	-----S	:30	2	\$400.00	P1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		2				\$400.00		0.00			
N42	WAVY	11/04/12	11/04/12	WAVY News 10 Sunday 7a WAVY News 10 Sunday 7a	CM	7a-8a	-----S	:30	2	\$800.00	P1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		2				\$800.00		0.00			
N43	WAVY	11/04/12	11/04/12	Today Show Su Today Show Sunday	CM	8a-9a	-----S	:30	2	\$1,200.00	P1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		2				\$1,200.00		0.00			
N44	WAVY	11/04/12	11/04/12	Meet the Press Meet the Press	CM	9a-10a	-----S	:30	2	\$1,200.00	P1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		2				\$1,200.00		0.00			
N45	WAVY	11/04/12	11/04/12	WAVY News 10 Sun 6p WAVY News 10 Sun 6p	CM	6p-7p	-----S	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		2				\$500.00		0.00			
N46	WAVY	11/04/12	11/04/12	FB Night in Amer Pre Game FB Night in Amer Pre Game	CM	FB Night in Amer F	-----S	:30	2	\$1,200.00	P2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		2				\$1,200.00		0.00			
N47	WAVY	11/04/12	11/04/12	NFL Football NFL Football	CM	NFL Football	-----S	:30	3	\$6,000.00	P2	0.00	NM	3	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		3				\$6,000.00		0.00			
N48	WAVY	11/04/12	11/04/12	Sun News 11p (Football) Sun News 11p -- Late	CM	1130-12a	-----S	:30	2	\$1,800.00	P1	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		2				\$1,800.00		0.00			
													Totals	127	\$114,150.00